

PATENT SPECIFICATION

619,621



Application Date: Dec. 16, 1946.

No. 37061/46.

Application Date: Dec. 16, 1946.

No. 37062/46.

One Complete Specification left (under Section 16 of the Patents and Designs Acts, 1907 to 1946): Nov. 28, 1947.

Specification Accepted: March 11, 1949.

Index at acceptance:—Classes 3(i), A3b(3: 8); and 3(ii), H.

PROVISIONAL SPECIFICATION

No. 37061, A.D. 1946.

A Display Device

I, FLETCHER SAMUEL JOHNSON, a British Subject, of 7, Newman Street, London, W.1, do hereby declare the nature of this invention to be as follows:—

A display device, consisting of a box like frame, ovoid, round, or rectangular in shape and constructed of wood, metal or other suitable material. The whole of the interior of the frame is fitted with movable shelves, the upper surfaces of which are grooved in a semicircular or rectangular fashion. The grooves lying at right angles to the frontal elevation of the frame, the shelves are placed horizontally the ends of which find their support upon the interior sides of the frame, or alternatively instead of shelves, movable metal bars are employed likewise finding their support upon the interior sides of the frame—the aforesaid bars being grooved at right angles to the frontal elevation of the frame, either or both shelves and bars have a common purpose as follows: resting in the grooves of the shelves and/or the grooves of the bars are metal rods of a solid or tubular character and of a length approximating

to that of the grooves in the shelves, such rods being quite free to slide in the grooves of shelves and/or bars. A suitable locking device is provided to secure the bars when in position. This structure is to be used in conjunction with a suitably perforated screen or screens made of paper, textile or other material, bearing upon its or their surface or surfaces advertising or instructional matter. The use is as follows: The screen or screens are placed upon the frontal elevation so that the perforation or perforations are in register with the end of the rod or rods, to which are now attached holding or supporting devices, which enable articles to be displayed upon the surface of the screen or screens either singly or in variety in any desirable position throughout the entire frontal elevation and contiguous to the advertising matter or to the instructional matter relating to them. The screen or screens are held in position by means of a detachable mount or framework.

Dated the 16th day of December, 1946.

FLETCHER SAMUEL JOHNSON.

PROVISIONAL SPECIFICATION

No. 37062, A.D. 1946.

A Display Device

I, FLETCHER SAMUEL JOHNSON, a British Subject, of 7, Newman Street, London, W.1, do hereby declare the nature of this invention to be as follows:—

A display device consisting of a box like frame, ovoid circular or rectangular in shape and constructed of wood, metal or other suitable material, the interior of which is fitted with a board or plate placed parallel to the frontal elevation, said board or plate is provided with any desired number of studs which are capable of adjustment either through screwing or sliding. The capacity of movement is at right angles to the frontal elevation of

the frame. The frame containing the plate form the main structure which is to be used in conjunction with a suitably perforated screen or screens made of paper, textile or other material bearing upon its or their surface or surfaces advertising or instructional matter.

The use is as follows: The screen or screens is or are placed upon the frontal elevation of the frame so that the perforation or perforations are in register with the end or ends of the particular stud or studs to be employed. These studs are now by adjustment either by screwing or sliding made to project upon the surface of the screen or screens, thus providing a

[Price 2/-]

means for attaching holding and supporting devices with the object of displaying articles on the surface of the screen or screens contiguous to the advertising matter or instructional matter relating to them. By this method and by the aid of this device articles can be shown singly

or in great variety in any position throughout the entire frontal elevation of the structure. The screen or screens are held in position by means of a detachable mount or framework.

Dated the 16th day of December, 1946.
FLETCHER SAMUEL JOHNSON.

COMPLETE SPECIFICATION

A Display Device

I, FLETCHER SAMUEL JOHNSON, a British Subject, of 7, Newman Street, London, W.1, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

The invention relates to a display device and has for its object to afford simple means whereby one or more articles can readily be arranged in a variety of display positions contiguous to advertising, instructive or other literary matter relating to the article or article or articles displayed.

The display device according to the invention comprises a frame or board having a plurality of supports for a plurality of movable pegs or the like constituting supports for articles to be displayed or an anchorage for a support, in combination with a screen applied or adapted to be applied to a face of the frame or board, the said screen having at least one perforation through which one of the pegs or the like can protrude.

In order that the invention may be more readily understood and carried into effect, reference is now made to the accompanying drawings in which:—

Figure 1 is a front view, partly broken away, of one form of the display device according to the invention;

Figure 2 is a vertical section taken on the line II—II of Figure 1;

Figure 3 is a perspective view to an enlarged scale illustrating part of the frame and of one of the shelves with pegs used in the construction according to Figures 1 and 2;

Figure 4 is a fragmentary perspective view of a modified form of shelf;

Figure 5 is a perspective view from below illustrating a platform for use with the pegs;

Figure 6 is a fragmentary perspective view of a modified form of shelf, pegs and screen;

Figure 7 is a sectional view on the line VII—VII of Figure 6;

Figure 8 is a sectional view on the line VIII—VIII of Figure 6;

Figure 9 is a front view of another form of the display device according to

the invention;

Figure 10 is a vertical section taken on the line X—X of Figure 9;

Figure 11 is a sectional view to an enlarged scale corresponding to part of Figure 10; and

Figure 12 is a view similar to that of Figure 11, illustrating a slight variation.

The construction of display device according to Figures 1 to 3 consists of a rectangular frame made up of side frame members 1 and upper and lower frame members 2 and 3 of wood or synthetic resinous material, the lower frame member 3 being fitted with legs 4 so that the frame will stand vertically. The inner faces of the side frame members 1 are provided with a plurality of spaced horizontally extending grooves 5, each groove in one of the members lying opposite a groove in the other member.

The grooves 5 provide supports for shelves 6 which, for the purpose, have their ends formed with tongues 7 adapted to engage in the grooves, sufficient tolerance being allowed to enable the shelves to be withdrawn from the frame and then engaged with any selected pair of oppositely disposed grooves in the side members. In the embodiment illustrated there are shown, by way of example, sixteen pairs of grooves 5 and four shelves 6.

In the Figures now being described the shelves are shown as constituted by solid boards of wood or synthetic resinous material. In the upper face of each shelf there is provided a plurality of channels 8 extending at right-angles to the front and rear faces of the frame comprised by the members 1, 2 and 3. These channels form seats for pegs 9 which are of circular cross-section and are slidable along the channels so that one of their ends can project from the front face of the frame, the pegs being held in the channels by arched strips 10 secured to the shelf. To limit their forward movement, the rearward ends of the pegs may be provided with stop-pins 11 adapted to engage against the edge of the adjacent strip 10.

In the modification according to Figure 4 the shelf 6 is made up of longitudinal frame members 6a joined at their ends by

cross-members 6b which are provided with tongues 7a for engagement in the grooves 5. In this case each channel 8a for a peg 9 is divided into two parts, whereof one part is formed in one of the longitudinal members 6a while the other part is formed in the other longitudinal member. The pegs are sufficiently long to rest in both channel parts when the forward end of the pegs project and the pegs are retained in engagement with their channels by metal strips which are like the strips 10 of Figures 1 to 3 but are not shown in Figure 4.

In Figures 1 to 4 the channels 8, 8a are shown to be of V-shape in cross-section. They may, however, be of other sectional shape such as part-circular or rectangular. In the latter event, the pegs may also be of rectangular cross-section.

Cross-partitions 12 are provided in the frame above and below the grooves 5 and spaced from the upper and lower frame members 2 and 3, thereby forming compartments in which are arranged rollers 13 upon which a screen 14 of flexible material is wound. The screen passes from one roller, over the front face of the frame, to the other roller. The compartments may contain guide rollers 15 which bear against the screen to ensure that it will lie close against the front face of the frame. One end of each of the rollers 13 extends through a side member 1 of the frame and is fitted with a milled knob 16 to facilitate rotation of the rollers in either direction.

The screen 14 is provided with a plurality of round holes 17 of a diameter slightly larger than that of the pegs 9, the holes being so positioned on the exposed section of the screen that all of them can be brought into register with the channels 8 (8a) in the shelves 6 by a suitable choice of the position of the shelves in the frame. Usually the section of the screen for the time being exposed, will have only so many holes as are necessary for the passage of the number of pegs requisite for supporting the particular number of articles to be displayed at the front of the frame. When the shelves are arranged so that certain of the channels 8 (8a) therein lie in register with all the holes provided in the exposed face of the screen 14, the pegs can be pushed forward so as to enter the holes and project from the front face of the screen, the exposed parts of the pegs acting directly as supports or anchorages for the articles to be displayed or as anchorages for supports for the articles according to the nature of the latter.

Figure 5 shows a support adapted for

co-operation with any two adjacent exposed parts of the pegs. The support consists of a platform 18 having on its underface a pair of spring clips 19 adapted for engagement of the exposed ends of the pegs.

The parts of the screen 14 not covered by the displayed articles may bear literary matter relating to the articles.

Figure 6, 7 and 8 show a shelf made of sheet metal, the longitudinal edges of the shelf being bent to form downwardly extending flanges 6c, 6d, while the ends of the shelf are extended to form tongues 6e for engagement in the grooves 5 of the frame. In this case the pegs are designated 9a and are made from lengths of metal wire bent to U-shape, each peg extending through an elongated slot 20 in the flange 6d so that it can be projected inwardly and outwardly of the shelf. When projected, the pegs pass through elongated openings 17a in the screen, these openings being provided in place of the round holes 17 previously mentioned.

To limit the extent to which the pegs 9a may project from the exposed face of the screen, the free ends of the legs of the pegs are bent outwardly to form stops 9b. In Figure 6 the stops are adapted to engage with the rear face of the flange 6d. In Figures 7 and 8 the pegs are made longer than in Figure 6 and the extent of their forward movement is limited by the provision of projections 21 formed by bending downwardly portions of the metal of the shelf.

The possibility presents itself of combining in one frame shelves and pegs like those described with reference to Figures 1 to 3, with shelves and pegs like those described with reference to Figures 6 to 8. In this event the screen 14 will have round holes 17 as well as elongated openings 17a.

Instead of the shelves 6 being of the forms illustrated in Figures 1 to 8, they may each be constituted by two or more spaced strips detachably supported in the frame 1 and provided with perforations acting to support and guide the pegs 9.

In place of the arched clips 10 used in the embodiment according to Figures 1 to 3 for holding the pegs 9 in position on the shelves, there may be provided U-shaped rods, the legs of which are adapted to fit removably into holes in the back edges of the side frame members 1 so that the rods extend horizontally at the back of the frame 1, 2, 3 and lie just above the plane of the pegs 9, the pegs being lengthened so that their rear ends engage beneath the said rods which thereby act to prevent the pegs from tilting when the forwardly projecting ends of the latter are loaded by the articles to be displayed.

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In the arrangement illustrated in Figures 9 to 11, the device consists of a board 22 mounted on legs 23 and formed with a plurality of screw-threaded holes 24. The board is provided with apertures 25 containing guide rollers 26 over which passes a screen 27 lying over the front face of the board, the ends of the screen being connected to winding rollers 28 mounted for rotation at the back of the board. An end of each of the rollers 28 is provided with a milled knob 29 to facilitate rotation of these rollers in either direction.

The screen 27 has holes 30 slightly larger than the screw-threaded holes 24 in the board and so positioned in the screen that they can be brought into register with the screw-threaded holes. Usually the number of holes in the exposed part of the screen will be less than the number of holes in the board.

For co-operation with the holes in the screen and board, when in register, there are provided screw-threaded pegs 31 adapted to be passed through the holes in the screen and engaged with the holes in the board, the degree of engagement of the pegs with the board being such as to leave portions of the pegs projecting from the exposed face of the screen. These projecting portions form anchorages or supports for the articles to be displayed or form anchorages for platforms like the platform described with reference to Figure 5.

When the screw-threaded pegs 31 are not required for use they can be screwed into the holes 22 from the back of the board as indicated in Figure 11, so that, though they are invisible from the display face of the screen, they are always at hand. As indicated by broken lines in the same Figure, the exposed ends of the pegs may have enlarged heads 31a.

In the variation illustrated in Figure 12, the holes 24 in the board 22 are smooth and the pegs 31 are adapted to slide therein.

As in the arrangement described with reference to Figures 1 to 3, the exposed face of the screen 27 not covered by the articles to be displayed can bear literary matter relating to the articles.

By having a screen mounted on winding rollers as described, or by providing a series of separate screens, it is possible to display various brands or types of articles with literature appropriate to each. Moreover the position of the holes or openings in the screen or screens can be chosen to

suit the form of the articles to be displayed, while always ensuring that these holes can be brought into register with the channels in the shelves or holes in the board to permit passage of the pegs used in supporting the articles.

Having now particularly described and ascertained the nature of my said invention and in what manner the same is to be performed, I declare that what I claim is:—

1. A display device comprising a frame or board having a plurality of supports for a plurality of movable pegs or the like constituting supports for articles to be displayed or anchorages for a support, in combination with a screen applied or adapted to be applied to a face of the frame or board, the said screen having at least one perforation through which one of the pegs or the like can protrude.

2. A display device as in claim 1, wherein use is made of a frame and the supports for the pegs are comprised by at least one shelf mounted on the frame.

3. A display device as in claim 2, wherein the shelf is movable to different positions on the frame.

4. A display device as in claim 2 or claim 3, wherein the shelf is provided with a plurality of channels in which the pegs are slidable.

5. A display device as in claim 2 or claim 3, wherein the pegs are of U-shape and are slidably supported in the shelf.

6. A display device as in claim 1, wherein use is made of a board and the supports for the pegs consist of a plurality of holes in the board.

7. A display device as in claim 6, wherein the holes are screw-threaded and the pegs likewise screw-threaded.

8. A display device as in claim 6, wherein the pegs are slidable in the holes in the board.

9. A display device having its parts constructed, arranged and adapted to operate as hereinbefore described with reference to any of the embodiments illustrated in the accompanying drawings.

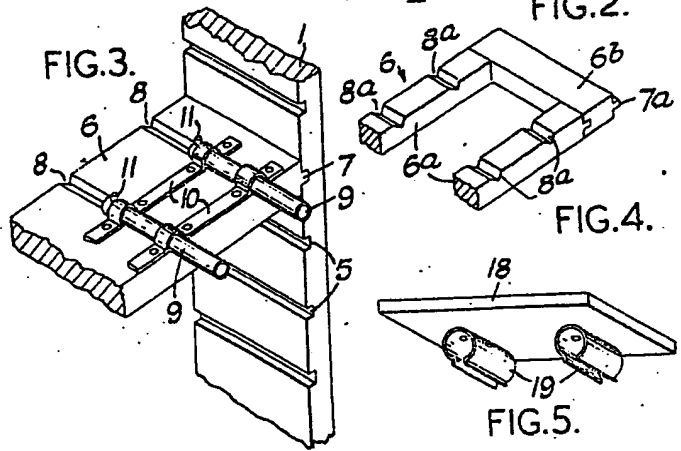
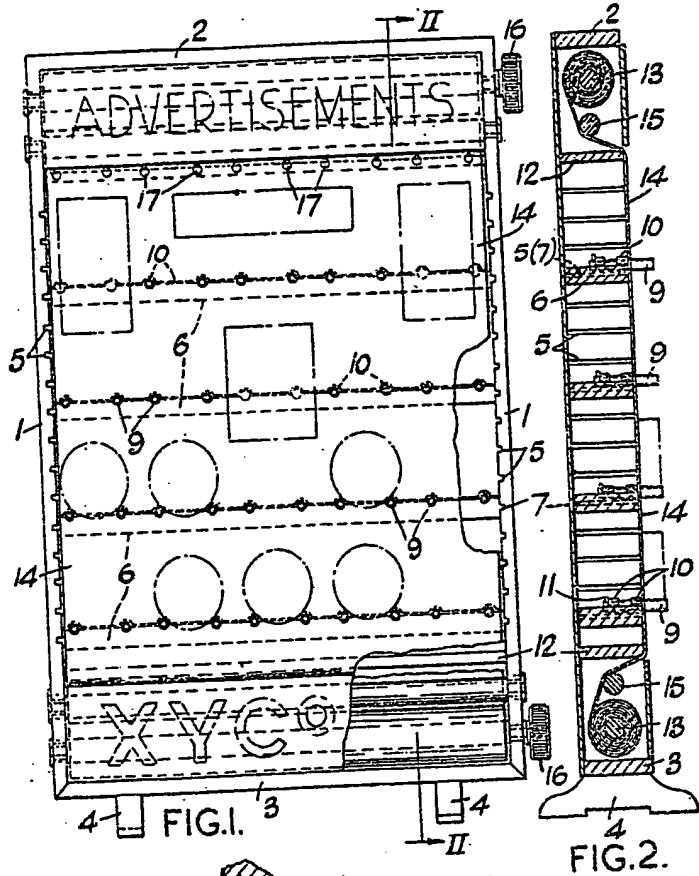
Dated this 28th day of November, 1947.

HASELTINE, LAKE & CO.,
28, Southampton Buildings,
Chancery Lane, London, England, and
19-25, West 44th Street, New York,
U.S.A.

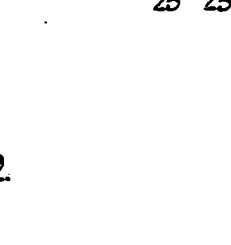
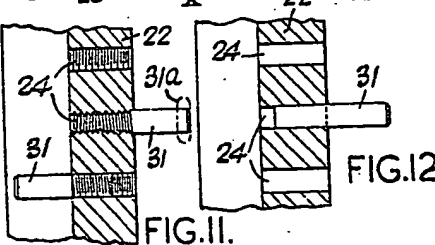
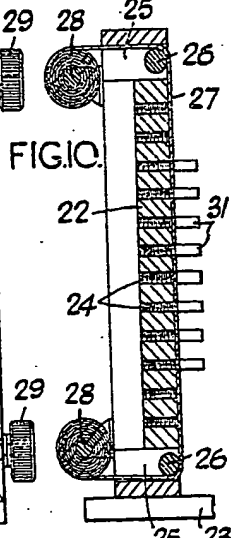
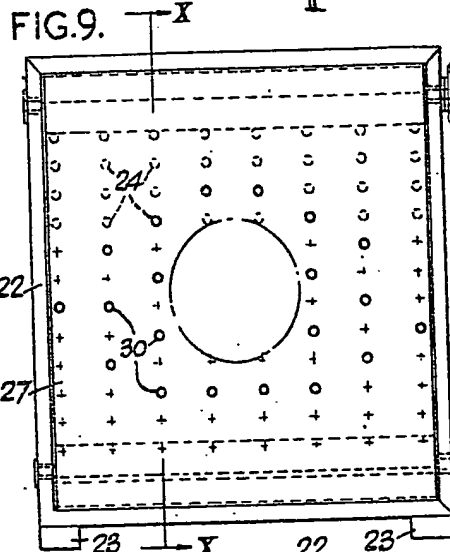
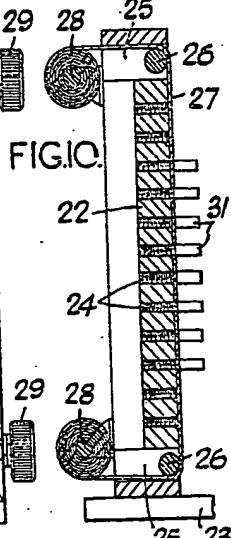
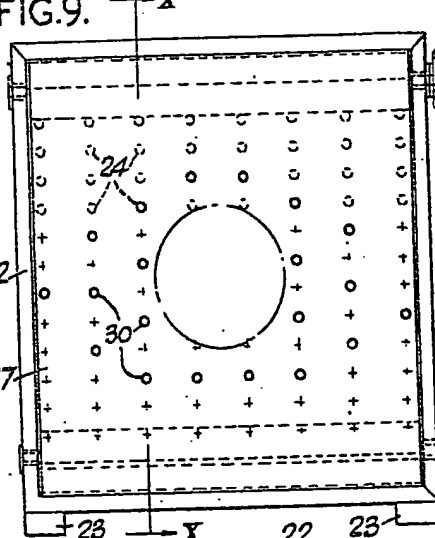
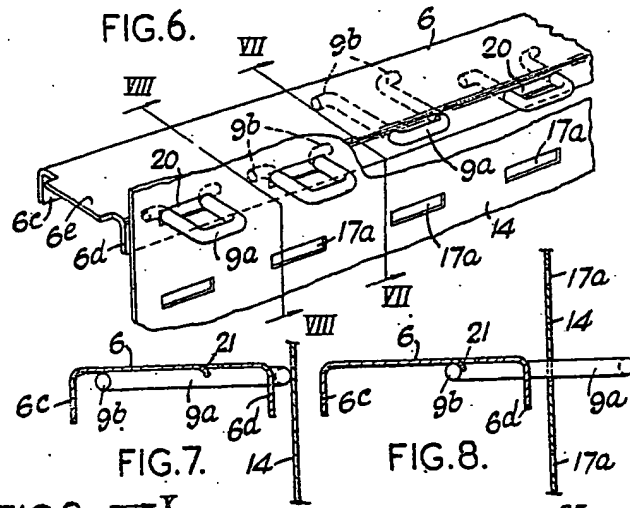
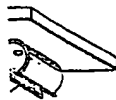
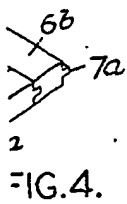
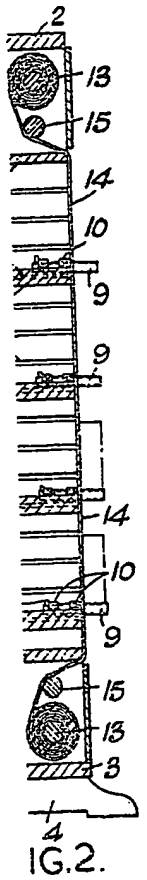
Agents for the Applicant.

Reference has been directed, in pursuance of Section 8, sub-section (2), of the Patents and Designs Acts, 1907 to 1946, to Specification No. 585,305.

[This Drawing is a reproduction of the Original on a reduced scale.]



SHEET 1



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